



CBI Community Bank Strategic Planning Services

The CBI Community Bank Strategic Planning Service works to provide your community bank with top level expertise to create a viable strategic plan that you can count on. Our team has over 45 years of experience in the banking industry and can provide comprehensive guidance throughout the entire process.

The end product is tailored to your community bank's exact needs. We gather data and transform it into a strategy that can assist in ensuring your bank's future success.

Why Strategic Planning?

Banks use strategic planning for:

- Board oversight
- Budgeting purposes
- Future staffing needs
- Marketing plans
- New product launch
- Much more

The Value of CBI Community Bank Strategic Planning Services

The CBI Community Bank Strategic Planning Service is customized for your community bank. An initial consultation session will be held to discuss your community bank's needs and wants in the next two years or more, in any or all of the following aspects:

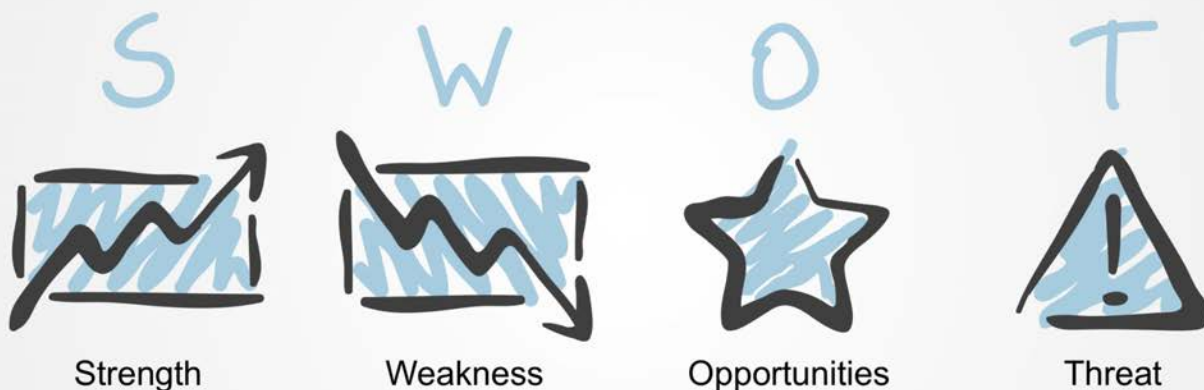
1. Mission / Vision Statement
2. Budget
3. Target Markets
4. Marketing / Branding
5. Operations (Internal/External)
6. Succession Planning
7. Special Projects (community involvement, etc.)

Project Mission: The mission of the CBI Community Bank Strategic Planning Service is to determine the best strategies to move your community bank forward while maintaining consistency to the bank's mission and vision statements. This includes developing a Strengths, Weaknesses, Opportunities and Threats (SWOT) Analysis report on each of the aspects listed above.

Client Deliverables: We provide an Executive Summary Report of findings based on the consultation discussion and feedback, as well as an Analysis Report that includes a list of tasks to complete determined goals, parties responsible for these tasks, a timeline, and the results anticipated upon completion of the report.

Follow-Up Advisory Services: We provide Advisory Services in the form of a series of calls to follow up on the tasks and goals outlined in the Analysis report. Many times, a strategic plan collects dust on the shelf after it's developed. These follow-up calls will keep the plan in motion, and we work with your community bank's staff to handle any obstacles that may hinder the success of the plan.

Value of Service: Upon completion of the experience, you will have a clear and agreed-upon path to achieve efficiency, effectiveness and the overall success of your community bank. You will also have an accurate and defined analysis of your bank's current conditions which can secure future stability.



CBI Community Bank Strategic Planning Services Proposal

There are 6 steps involved in the Community Bank Strategic Planning Service process:

1. PREPARE:

1. Review the Bank's Mission Statement.
2. Meet with Executive Officers and Managers.
3. Analyze the bank's quarterly call report for the last 1-2 years.
4. Send a SWOT Analysis report to Executive Officers/Managers and Board of Directors.

2. ASSESS: In-house session with Executive Officers/Managers and Board of Directors

1. Review the SWOT Analysis report with the group.
2. Discuss Opportunities and Threats and how to offset these with Strengths. Address Weaknesses and consider options to turn these into Strengths.
3. Identify any specific issues that need to be addressed.
4. Define a vision of success for the bank.
5. Review current and future staffing needs.
6. Review the bank's Succession Plan.

3. CREATE: In-house session with Executive Officers/Managers and Board of Directors

1. During this same consultation, begin the process of developing a strategic plan.
2. Gather input regarding what is important for inclusion in the plan.
3. Prioritize goal and task preferences.
4. Agree upon and set final goals and tasks.
5. Outline broad strategies for handling critical issues and desirable outcomes.

4. COMMUNICATE:

1. Organize into a report all data and feedback collected during the consultation.
2. Provide a draft of the strategic plan and communicate it to bank Executives.
3. Begin a final draft of the plan when the outline details have been approved.

5. IMPLEMENT:

1. Bank Management will assign tasks to staff along with a timeline for completion.
2. Appropriate employees in all departments will receive a copy of the strategic plan.
3. CBI Strategic Planning facilitators will follow up with bank staff to ensure task completion.

6. EVALUATE:

1. Bank senior management and CBI Strategic Planning facilitators will perform periodic follow-up.
2. Measure performance through monthly or quarterly staff strategy meetings.
3. Corrective actions and adjustments may be made to rectify, tweak and manage performance in accordance with the strategic plan.



TEAM

WORK HARD

BRAINSTORM

PLAN

CONCEPT

PRODUCT

TEAM

INTERNET

MONEY

A. DOWNLOAD
B. SERVER
C. COMPUTER

PLAN
(IDEA → STRATEGY)

Process

SUCCESS

BUSINESS PLAN



25%

A

Team

USER - CLOUD - USER

NETWORK

15% - ?

B. C.

ANALIZE

COMPUTER



time

CBI Community Bank Strategic Planning Cost Analysis

CBI Community Bank Strategic Planning Services are a sound and logical investment in the future success of your community bank, and are provided at a fraction of the cost of similar services offered by other sources.

Survey / Interviews	\$500
Set Agenda / Facilitate Session	\$1,000
Analysis and Final Reports	\$750
Follow up advisory calls (12 months)	\$250
Travel Costs (mileage to/from site, lodging if needed)	varied

TOTAL BID

for CBI Members w/Assets between \$50 & \$250 million* \$2,500 (+travel)

for CBI Non-Members w/Assets between \$50 & \$250 million* \$3,500 (+travel)

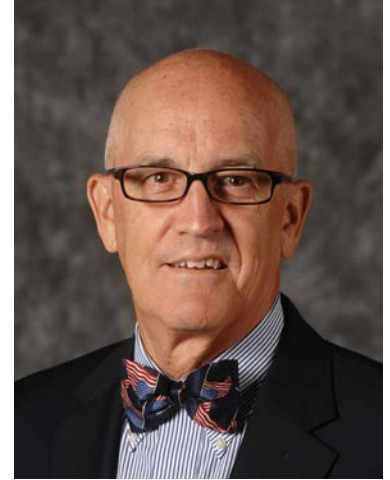
*For banks with assets below \$50 million or above \$250 million, call for a customized bid & proposal. Each project is assumed to take an approximate combined 35 hours of meeting time and analysis development to complete. If Facilitators are requested for additional projects that will exceed 35 hours, additional fees may apply and will be determined prior to implementation.



Meet the Facilitators

Recognized by many of his peers as an icon in Iowa banking, **Dale Torpey** brings over 45 years of experience in the banking industry. Presently, he is Chairman of Washington Bancorp and Federation Bank in Washington, Iowa.

- President & CEO of Federation Bank, Washington, IA, a \$110 million state bank.
- President, CEO, Cashier and Director of Community State Bank, West Branch.
- President and member of Board of Directors, Mesa National Bank, Grand Junction, CO.
- C.E.O. and member of Board of Directors of Washington State Bank, Washington, IA.



DALE TORPEY
LEAD FACILITATOR

Torpey is a former President of Community Bankers of Iowa (2011-12) and Past Chairman of the board at FHLB of Des Moines, and served on numerous committees in each organization. He has served as Chairman of the Lending Committee for Independent Community Bankers of America (ICBA), and has testified in front of the Senate Banking Committee and House Banking Committee in Washington, D.C. He also taught at the Iowa School of Banking for 25 years and Iowa Consumer Banking School for 10 years.

Jackie Haley will be assisting Mr. Torpey in each project.

Jackie Haley has been in management positions for non-profit organizations for nearly 15 years. From Executive Director, Lobbyist, Economic Development Management Services, Strategic Planning Facilitator, and much more, Haley has experienced all aspects from managing financials, creating and implementing projects and programs, event planning and fundraising.

Haley has assisted with strategic planning sessions over the last 6 years and has an understanding of what the end product will be to move your bank forward. She has an extensive understanding of where the obstacles and opportunities are within organizations and looks forward to working with your bank as well.



JACKIE HALEY
CBI REPRESENTATIVE

***For more information on
CBI Community Bank Strategic Planning Services,
contact:***

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Thank you for supporting Community Bankers of Iowa!

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